Before you start

- The dealer must be approved in the Dealer Network (apply at outboardlistings.com/dealer-network/apply).
- Log in with the same email used on the dealer application.
- The account phone **must be verified by text** before the API will accept uploads.

RULE #1 — Give every unit a Stock # (strongly recommended)

Stock # is not required, but it (or VIN / serial) is how repeat uploads find your existing listings.
Keep it the same every time you send inventory.
Same Stock # = the listing is **updated, not duplicated.**
No Stock #? We match on year + make + model + HP, which **can duplicate or mix up identical motors.**

Choose ONE main source

Option	Best for	What you need
A. CSV upload	Custom websites, spreadsheets, no feed	Dealer login + a CSV file
B. API feed	Web developers who can schedule a job	API key from the dealer dashboard
C. DealerSpike / DMS feed	DealerSpike, Lightspeed and other DMS users	Ask your provider for an outgoing feed

Option A — CSV upload

1. Log in and go to `outboardlistings.com/dealer-network/dashboard/upload`.
2. Download the CSV template, or use your own export.
3. **Required columns:** `make, model, price, state, zipCode`. **stockNumber strongly recommended** (unique per row).
4. Optional: `year, hp, condition, hours, shaftLength, strokeType, fuelType, category (new/used), description, city, photos` (image URLs).
5. Upload the file, check the preview, then click Commit.
6. **Upload a fresh FULL file whenever your inventory changes**, **with Full Sync ON.** Units left out of the file are **marked sold.**

⚠ WARNING: PICK ONE MAIN INVENTORY SOURCE

"Full Sync" means "this is my ENTIRE inventory."
Any unit on OutboardLISTINGS.com℠ that is not in that upload is **marked SOLD.**

If a CSV and an API or DealerSpike feed BOTH run Full Sync and their lists differ, **each one marks the other's units as sold.**

Using both is OK if you **keep the same Stock #s** and **turn Full Sync ON for only ONE of them.**
Run the other one with Full Sync OFF (add / update only).

Option B — API feed (for your web developer)

1. The dealer logs in, opens Dashboard → Dealer Tools → API Key, and clicks Generate API Key.
2. **Copy the key right away. It is shown in full only ONCE.** Regenerate it if lost.
3. Send a POST request with the key in the `x-api-key` header.

```
POST https://outboardlistings.com/api/dealer/inventory
x-api-key: YOUR_API_KEY
Content-Type: application/json

{
  "fullSync": true,
  "inventory": [
    {
      "stockNumber": "A1234",
      "make": "Yamaha",
      "model": "F150XB",
      "year": 2021,
      "hp": 150,
      "price": 9500,
      "category": "used",
      "condition": "Used",
      "description": "20 in. shaft, 310 hours",
      "state": "FL",
      "zipCode": "33316",
      "photos": ["https://yoursite.com/img/a1234-1.jpg"]
    }
  ]
}
```

- **Required per unit:** `make, model, price, state, zipCode`. **stockNumber is strongly recommended** and must be unique in each request.
- Body key is `"inventory"` (`"listings"` also works). condition: New, Used, Excellent, Good, Fair or Needs Work.
- Full Sync safety: if any row fails, nothing is marked sold. Marking more than half of 10+ active units sold needs `"confirmMarkSold": true`.
- Up to 500 units per request.
- Run it daily, or whenever inventory changes.
- The reply shows `created, updated, markedSold, skipped` and any row errors.
- **Only send "fullSync": true when the request holds the ENTIRE inventory** (see the warning on page 1).

Option C — DealerSpike or another DMS / website provider

1. In the DealerSpike Help Center (or with your account rep), request an **outgoing Major Unit inventory feed** to a third-party listing site.
2. Tell them the site is OutboardLISTINGS.com℠ and send the feed details to Support@OutboardListings.com.
3. We map the columns and turn it on. The feed refreshes on its own.

Website tools like payment calculators, 360° walkarounds or a parts store **do not send us inventory by themselves.**
Only an outgoing feed, a CSV or the API does.

What happens to each unit

Stock # already listed	Listing is updated (price, specs, photos).
New Stock #	New listing is added.
Missing, Full Sync ON	**Listing is marked SOLD.**
Missing, Full Sync OFF	Listing is left alone.

Need help?

Email Support@OutboardListings.com with your dealership name and website.
Online version: outboardlistings.com/dealer-network/how-it-works#upload-setup